

# EXHIBIT

# 10

Int. Cls.: 16, 39 and 42

Prior U.S. Cls.: 38, 100, 101 and 105

**United States Patent and Trademark Office** **Reg. No. 1,577,711**  
Registered Jan. 16, 1990

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**ANCESTRY**

ANCESTRY INCORPORATED (UTAH CORPORATION)  
SUITE 110  
350 SOUTH 400 EAST  
SALT LAKE CITY, UT 84111

FOR: PERIODICAL IN THE NATURE OF A NEWSLETTER CONTAINING ARTICLES AND INFORMATION RELATING TO GENEALOGY, BOOKS RELATING TO GENEALOGY, AND PRINTED FORMS RELATING TO GENEALOGY, NAMELY, PEDIGREE CHARTS, FAMILY GROUP SHEETS, RESEARCH CALENDARS, RESEARCH EXTRACTS, AND CENSUS FORMS, IN CLASS 16 (U.S. CL. 38).

FIRST USE 11-0-1983; IN COMMERCE 11-0-1983.

FOR: TRAVEL AGENCY SERVICES, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 3-0-1983; IN COMMERCE 3-0-1983.

FOR: GENEALOGICAL RESEARCH SERVICES, AND DISTRIBUTORSHIP, RETAIL, AND MAIL ORDER SERVICES IN THE FIELD OF GENEALOGY PUBLICATIONS, MICROFICHE READERS, AND COMPUTER HARDWARE AND SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 8-0-1983; IN COMMERCE 8-0-1983.

SEC. 2(F).

SER. NO. 73-609,860, FILED 7-17-1986.

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